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NEW MEXICO DEPARTMENT OF AGRICULTURE STRATEGIC PLAN IS PRODUCED BY THE DIRECTOR/SECRETARY’S OFFICE

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Visit our website: www.nmda.nmsu.edu or call for more information at (575) 646-3007
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*Food and fiber; yesterday, today and tomorrow*
New Mexico Department of Agriculture (NMDA) is a constitutional agency organized under the Board of Regents of New Mexico State University (NMSU). This unique relationship creates efficiencies and opportunities for New Mexico's food and agriculture sector as well as service and outreach opportunities for NMSU, making NMDA an integral part of the university. This fosters progressive, responsive, and comprehensive programs that serve the ever-changing need of the state's cornerstone industry; agriculture. The strategic plan developed by NMDA and stakeholders throughout New Mexico sets the course for the department's future service and also provides input and direction to the university as a whole with respect to agriculture. NMDA's plan also ties back to NMSU's Building the Vision Strategic Plan establishing clear connections between the department and the university as collaborators.

The NMSU Board of Regents is proud to serve as New Mexico's Board of Agriculture, and we appreciate the dedication of the staff at NMDA who serve our citizens and embody the land grant mission of New Mexico State University.

Mike Cheney, Chair, NMSU Board of Regents

NMDA touches every citizen in our great state each day. As such, it is important that our department maintains a consistent and comprehensive approach to outreach and service for the benefit of all. The process of updating, creating, and implementing a strategic plan is much more than an exercise, it serves to provide direction, focus, and clarity to the mission our constituents deserve and expect.

The system used for updating NMDA's vision is described in this plan. Input came from the agriculture and food industry as well as many of the other constituents with whom we interact on a daily basis. Fundamental staff contributions capture the long-term experience of the department, not only in traditional programs but in emerging areas for the industry.

As you review the plan, I know you will find a solid foundation, which provides necessary focus and direction to serve our citizens well. The ever-changing agriculture and food sector, as well as challenges in addressing consumer protection and complex policy issues, creates opportunities that can only be addressed by a department that is consistently looking forward, while respecting the lessons of our past. Your state department of agriculture exemplifies these values, and I am proud of the dedication of our staff.

Jeff M. Witte - Secretary of Agriculture
There shall be a department of agriculture which shall be under the control of the Board of Regents of New Mexico State University . . . State Department of Agriculture."

New Mexico Constitution, Article XV, Agriculture and Conservation,
Section 1. [Department of Agriculture]

The original New Mexico Constitution, ratified in 1911 and the basis for statehood in 1912, created the state department of agriculture. In 1955 NMSU Board of Regents unified a number of regulatory services and the individuals responsible for them under a single administrative organization; the New Mexico Department of Agriculture. Since March 1978, the director of NMDA has served as the secretary of agriculture on the Governor’s Cabinet. As such, the director/secretary is the agricultural industry’s official representative to state and federal government. In addition, the director/secretary serves on NMSU’s Executive Committee and Administrative Council.

NMDA is a producer-consumer service and regulatory department and is responsible for certain statutes legislated over the last half century. NMDA’s mandate has changed over the years since its creation by the State Constitution. Services have expanded in reaction to changes in population, needs of agribusiness, and dynamic economic conditions.

Dallas Rierson, the first director of NMDA, served from 1955 to 1971. Charlie Whigam served as acting director from June 1971 until January 1972 when NMSU President Gerald Thomas appointed Dr. William P. Stephens. In February 1988, Frank A. DuBois was named and served in this capacity until his retirement in June 2003. Dr. I. Miley Gonzalez was appointed July 2003 and served until his retirement in December 2010. Thomas J. Bagwell served as acting director/secretary from January 2011 until May 2011. The NMSU Board of Regents appointed Jeff M. Witte in May 2011.
NMDA’s vision statement captures the essence of the department’s work ethic and dedication to service. In particular, these next few years require vigilant attention to emerging issues in natural resource and food protection and the determination to respond to these challenges as they increasingly affect the economy.

Going forward, NMDA remains committed to its statutory obligations and to the manner in which it provides service to its constituents. This includes review of statutes, fee structures, compliance assistance, and education in a continuing effort to maintain a safe and secure food supply, promote a fair market place, and maintain or improve resource conditions.

On the forefront of all citizens’ minds are food prices and environmental concerns along with related economic worries such as job security and housing prices. These issues have profound effects on the agriculture industry and citizens of New Mexico.

NMDA’s relationship with NMSU provides unique opportunities to forge alliances in an effort to respond to new demands for environmental concerns, food safety, and the continuation of a vibrant agriculture industry in New Mexico. The unique relationship that NMDA has as a constitutional body within NMSU provides an opportunity to align our strategic plan to support that of the university. This plan supports the outreach and service component of the NMSU Building a Vision Plan. A description of NMDA’s program areas and priorities can be found in this strategic plan along with specific objectives for accomplishing goals over the next five-year period. NMDA will continue collaboration with existing and new partners as it navigates through challenging times. Opportunities for excellence abound, and NMDA staff dedicate themselves to proactive service in fulfilling the department’s mission. Each division plays an important role in carrying out the goals and objectives.

Our rich agricultural history, culture, and traditions are addressed through new and innovative approaches using the latest in science, technology, and economic strategies. In New Mexico we contribute to the safest and most affordable and nutritious food supply on the globe.
Vision

NMDA works for the benefit of the state’s citizens and supports the viability of agriculture and affiliated industries.

Mission

NMDA promotes food protection, a uniform and fair market place, and global marketing and economic development; supports beneficial use of natural resources; and works cooperatively with public and private sector entities.
Strategic Plan Overview

Food and fiber; yesterday, today, and tomorrow
The mission of New Mexico Department of Agriculture constitutes its identity, and the NMDA Strategic Plan helps guide the fulfillment of this identity.

Between September 2012 and March 2013, NMDA engaged with internal and external partners and NMSU staff to review and update its strategic plan using a consensus-based approach. This involved an evaluation using the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis.

Since NMDA’s statutory authority and obligations do not change radically from one strategic planning period to another, much of the information contained in the preceding strategic plan remains relevant. However, NMDA’s leadership team focused on emerging issues, agricultural policy at the state and federal level, global marketing and trade, and its own ability to respond to the changing environment as related to its mission and service to the state’s citizens.

This planning process involved a broad spectrum of internal participants from throughout the ranks of NMDA’s workforce as well as a cross section of external constituents from the agricultural production sector (farming, ranching, and processing) and regulated industries (including pesticide applicators, petroleum marketers) with an emphasis on participation by those most affected by NMDA’s mandates and work throughout the state.

The approach began with an internal review and analysis of new directions and responses to the external world with a continued commitment to carry out NMDA’s statutory obligations efficiently and effectively. Following the internal work, a second group was convened, which included both internal and external constituents. This work involved the same SWOT approach and the combined effort of drilling down and moving to consensus, which resulted in the plan before you.

NMDA’s Strategic Plan for 2014-2018 provides a road map forward, new Vision and Mission statements, and four Priority Areas with concomitant Goals and Objectives. In addition, the Key Facts throughout the plan serve to express to the reader typical activities undertaken by NMDA to meet its mission.

NMDA’s Strategic Plan coincides with the strategic planning process for NMSU, known as Building the Vision. NMDA’s relationship with NMSU means the Board of Regents serves as the state Board of Agriculture and seals the importance of agriculture to both the University and the state.
PRIORITY AREA 1

Marketplace and Economic Development

STRATEGIC GOAL:
Develop, implement, and promote global marketing and economic development to facilitate trade.
Collaborates with agricultural producers to establish and support a long-term international market for New Mexico commodities.

Coordinates programs for agricultural production, promotion, processing, marketing, and distribution through public and private partnerships including legislative efforts.

Provide the agricultural industry with information on emerging technologies and opportunities.

Support all agricultural and value-added industries through programs and initiatives.

Provide leadership in shaping rural economic development policies and programs.

Key Facts NMDA:

- Collaborates with agricultural producers to establish and support a long-term international market for New Mexico commodities.

- Provides opportunities for market development for companies and organizations through the New Mexico Specialty Crops Program.

- Implements the New Mexico Green Chile Promotion throughout the United States and globally.

- Supports New Mexico farmers, ranchers, and other agribusinesses through a variety of marketing, promotional, and sales activities.

- Coordinates the promotion of New Mexico processed foods at the New Mexico State Fair, featuring dozens of companies and hundreds of products.

- Staff stays current and provides outreach on new technologies and best management practices for agricultural production.

- Conducts inspections of commodities and plants to ensure New Mexico meets international phytosanitary standards.

- Cooperates with food manufacturers, growers, distributors, and produce brokers of a variety of New Mexico commodities and processed foods to create sales opportunities in national retail chains.

- Publishes the Agricultural Statistics Bulletin annually.

- Promotes agricultural growth and rural stability by providing opportunities to industry members for national and international market development projects.

- Provides assistance to the agritourism industry to conduct feasibility studies, advertising, promotion, and business development opportunities.
PRIORITy AREA 2

Food Protection

STRATEGIC GOAL:
Ensure a safe and secure food supply.
• Protects the food supply in coordination with various departments of New Mexico state government, industry representatives, and federal partners.
• Supports the dairy industry at the farm and processing plant level through its inspection program.
• Conducts the egg grading inspection program which sets forth requirements to confirm that eggs and egg products are wholesome (otherwise not adulterated) and properly labeled and packaged to protect consumer health and welfare.
• Diagnosis diseases in New Mexico livestock and companion animals through its Veterinary Diagnostic Services.
• Helps lead the Farm-to-School Program, which allows school children the opportunity to enjoy fresh New Mexico-grown fruits and vegetables.
• Performs inspections and analyses of commodities, animal feed, and pet food to verify the integrity of ingredients, accuracy of label statements, and for contaminants or residues.
• Supports the New Mexico Farmers’ Marketing Association, which represents many farmers’ markets statewide.
• Coordinates the state’s Emergency Support Function (ESF #11), which relates to agriculture’s role as part of overall emergency response requirements.
• Collaborates with the Southwest Border Food Safety and Defense Center to build capacity to respond to agricultural incidents and emergencies.
• Maintains close working relationships with neighboring American and Mexican Border States in the areas of food protection, border security, and international trade expansion.
• AgroGuard, created in 2005, continues as a practice across the state to model neighborhood watch programs with an emphasis on agriculture.
• Provides rapid response to livestock disease outbreaks, in cooperation with, New Mexico Agriculture Livestock Incident Response Team (NM-ALIRT) program partners with private veterinarians; New Mexico Livestock Board; NMSU’s, College of Agriculture, Consumer and Environmental Sciences.
• Supports access to fresh fruits and vegetables through New Mexico’s farmers’ markets as part of the United States Department of Agriculture sponsored Women, Infants, and Children's Farmers’ Market Nutrition Program.

- Identify and provide resources for food protection, which includes food safety, food defense, and food security.
- Develop proactive public relations campaigns to increase knowledge about the farm-to-fork continuum and its need to be protected.
- Engage top state officials in food protection policy.
- Identify opportunities and solutions to food protection issues in partnership with domestic and international public and private sector entities.
PRIORITY AREA 3

Regulatory Compliance

STRATEGIC GOAL:
Maintain regulatory compliance through cooperative relationships with industries, agencies, and the public to ensure consumer protection and a uniform market place for agriculture.
• Provides a presence in the market place to protect consumers as well as businesses, ensures that sellers are “giving good weight” so reliable value comparisons can be made, and prevents unscrupulous trade practices.

• Collaborates with federal partners in meeting its goals of consumer protection, regulatory compliance, and support for a uniform market place.

• Partners with multiple state, federal, and tribal regulatory agencies to surveil, reduce, and eliminate diseases that may impact the public and agriculture industry.

• Conducts annual inspections on commercial weighing and measuring devices including petroleum measuring devices, scanners, and scales of all types.

• Ensures product quality for gasoline, diesel, kerosene, brake fluid, antifreeze, and lubricating oil.

• Field inspectors check wholesale and retail establishments to ensure consumer goods meet standards of quality, quantity, and labeling.

• Protects the state’s citizens, environment, and food supply by ensuring the proper and safe use of pesticides.

- Support a uniform, fair market place through the consistent application of laws and compliance programs.

- Communicate and collaborate with stakeholders and interested parties regarding regulations and compliance issues affecting agriculture.

- Provide consumer and industry protection through timely development and consistent administration of programs.

- Support all agricultural and value-added industries through programs and initiatives.

- Provide leadership in shaping rural economic development policies and programs.

Key Facts
NMDA:

• Field staff conducts inspections for new invasive pests and plant diseases.

• Inspects all dairy farms and dairy processing facilities to prevent pathogenic bacteria and antibiotics from entering the food supply.

• Monitors the quality of feed, fertilizer, and seed sold in the state.

• Administers the state’s fruit and vegetable inspection program, which provides inspections of fruits, vegetables, and nuts for quality standards.

• Assists New Mexico producers wishing to enter the organic market with certification services, education, and consultation.

• Peanut Grading Station provides comprehensive quality and condition inspections for New Mexico’s peanut industry as well as other Fruit and Vegetable producers in New Mexico.
STRATEGIC GOAL:
Promote responsible and effective use and management of natural resources in support of agriculture.
- Participate and collaborate with public and private entities in natural resource policy and planning processes to promote the beneficial use and protection of natural resources.

- Provide leadership in support of research to promote the long-term viability of agriculture and the state's natural resources.

- Provide consumer and industry protection through timely development and consistent administration of programs.

- Support agriculture through programs, policies, and public information regarding management and protection of natural resources.

- Promote natural resource management under the principles of multiple use and sustained yields across ownership boundaries.

- Support agricultural interests in natural resources and alternative energy development.

- Act as a conduit for the exchange of information about renewable energy resources and agriculture.

- Support best available science-based analyses of alternative energy resources and potential indirect effects to agriculture.

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**Key Facts**

**NMDA:**

- Participates on various boards and commissions, serves as an ex-officio member on a number of boards, and serves on task forces as requested to provide the department's perspective.

- Partners with the Natural Resource Conservation Service and the Soil and Water Conservation Districts to support 47 soil and water district operations.

- Administers the Acequia and Community Ditch Fund, which offers grants to acequia and community ditches to assist with the adjudication of water rights.

- Partners with a wide array of federal, state, and local government agencies as well as private industry to address the spread of noxious and invasive species in the state.

- Helps organize and coordinate noxious weed control efforts through New Mexico's locally led Cooperative Weed Management Areas.

- Coordinates with state and federal agencies to determine potential avenues for drought relief for the agricultural sector.

- Serves as a collaborator with state, federal, and industry partners to initiate energy efficiency programs at the farm level.
Key Facts
NMDA:

- Partners with the agriculture industry and federal agencies to provide expertise in the development of the Farm Bill in order to protect the best interests of the agricultural sector.
- Tracks and reviews proposed federal rules and regulations regarding endangered species, land use planning, natural resource management, and overall federal actions to ensure the process includes analysis of economic impacts and uses sound scientific information for decisions.
- Analyzes the effects from proposals related to invasive species, drought and climate, and labor and immigration issues as related to agriculture.
- Conducts aquifer sensitivity assessments, which identify possible areas of concern for contamination or a decrease in the quality of groundwater surfaces.
- Monitors wildfire situations and provides response efforts in conjunction with other state agencies and the agriculture industry to address emergency needs associated with the agricultural sector, which includes ESF #11 coordination functions.
- Supports private landowner associations in their study and consideration of alternative energy projects such as wind, solar, and the transmission thereof by attending meetings and providing alternative energy related updates.
- Monitors the alternative energy development impacts on agricultural producers and the effects of such development on private property rights.
“NMDA touches every citizen in our great state each day.”

- Jeff M. Witte
OFFICE OF THE DIRECTOR/SECRETARY
Provides overall leadership and establishes policy for the operation of the department and serves as liaison among agricultural producers and state and federal government entities.

• Budget and Support Services – Oversees budgeting, financial reporting, accounting systems, vehicles, inventory, purchasing, and building functions. Provides direct support to the department for sponsored programs in budgeting and accounting for grant and restricted fund awards.

• Information Technology and Communications – Oversees all phases of information technology, including policies and procedures associated with computer applications. Provides application development, implementation, and support for personal computers, servers, and mobile devices.

• Human Resources – Serves all personnel matters and provides coordination for the functions associated with staffing, compensation, employee relations, training, and development.

• Industry and Agency Programs – Coordinates interaction with agricultural and industry organizations as well as state and federal governmental agencies affiliated with department programs. Addresses emerging issues of importance to the agriculture industry in New Mexico.

• Government and Legislative Affairs – Acts as liaison among NMDA, legislative officials, and various agricultural/economic development organizations throughout the state, and tracks bills during sessions of the New Mexico Legislature.

• Agricultural Biosecurity – Responsible for interacting with the agriculture industry, law enforcement agencies, and state and federal agencies to design and direct programs that safeguard and secure the industry.
NMDA Divisions

AGRICULTURAL AND ENVIRONMENTAL SERVICES
Includes the following program areas: Pesticide Management, which administers pesticide-use laws through product registration, applicator licensing, and inspection; Entomology and Nursery Industries, which directs pest detection surveys, regulates quarantines, and the sale of live plants and cut flowers; and Feed, Seed, and Fertilizer, which regulates distribution of feed, seed, and fertilizer through product registration and inspections.

- State Chemist Laboratory – Provides analytical services required by the regulatory functions of NMDA on feed, fertilizer, and pesticides. Similar analyses are provided to the public and other agencies on a fee basis.

- State Seed Laboratory – Performs analyses on seed and provides technical information on regulatory samples for NMDA and similar testing on a fee basis for the public and other agencies.

AGRICULTURAL PROGRAMS AND RESOURCES
Provides technical and administrative resources and planning assistance to soil and water conservation districts and the agriculture industry. APR monitors, investigates, analyzes, and disseminates information to shape policy decisions affecting the viability of agriculture and the sustainability of New Mexico’s natural resources.

DAIRY
Provides dairy farm, dairy processing facility, and milk sampler/hauler inspections and permitting. The Dairy Division monitors raw milk quality from all dairy farms and samples all dairy processing facilities’ milk products to ensure standards set by the Pasteurized Milk Ordinance. Various cheese products are sampled and analyzed for total coliform bacteria, salmonella, campylobacter, listeria, streptococcus group C, and yersinia enterocolitica.
MARKETING AND DEVELOPMENT
Responsible for state, national, and international market expansion and development for New Mexico products, livestock, and processed foods; commodity promotions; specialty crop development; produce quality inspection; market news; agricultural statistics; and licensing of produce brokers and packers.

STANDARDS AND CONSUMER SERVICES
Includes the Consumer Services program, which provides weigh master licensing and inspection of weighing and measuring devices, packaged commodities, eggs, and dairy products; the Petroleum Standards program, which provides inspection of petroleum measuring devices and quality of petroleum products; and supervises the metrology and petroleum standards laboratories.

• Metrology Laboratory – Maintains custody of official state standards for mass, volume, and length; provides calibration of weights and measures used in department regulatory activities; and performs calibration services on a fee basis for industry.

• Petroleum Standards Laboratory – Provides analyses of official samples in the enforcement of petroleum product quality standards and specifications and offers sample analyses on a fee basis for industry and other agencies.

VETERINARY DIAGNOSTIC SERVICES
Performs diagnostic analyses of animal specimens on a referral basis from veterinarians and agencies to determine the cause of death or to identify diseases; works with the Office of Medical Investigator and the New Mexico Department of Health; works with other state and federal agencies with cooperative programs for disease surveillance and agriterrorism and emergency response programs.
* The Director/Secretary is the only political/exempt appointee in the department (appointed by the NMSU Board of Regents)
New Mexico Department of Agriculture
Office of the Director/Secretary
MSC 3189, P.O. Box 30005
Las Cruces, NM 88003-8005
Director/Secretary, 575-646-5063
Deputy Director, 575-646-3702
Industry and Agency Programs, 575-646-8955
Agricultural Biosecurity, 575-646-3007
Governmental Legislative Affairs, 575-646-5063
Public Information Officer, 575-646-2804

DIVISIONS

Agricultural and Environmental Services, 575-646-2220
Entomology and Nursery Industries, 575-646-3207
Feed, Seed, and Fertilizer, 575-646-3107
Pesticide Compliance, 575-646-2134
State Seed Analyst, 575-646-3407

Agricultural Programs and Resources, 575-646-2642

Dairy, 505-841-9425
2604 Aztec Road, NE, Albuquerque, NM, 87107

Marketing and Development, 575-646-4929
Organic Program, 575-646-0329
2604 Aztec Road, NE, Albuquerque, NM, 87107
Peanut Grading Station, 575-356-8393
721 East Lime Street, Portales, NM 88130

Standards and Consumer Services, 575-646-1616
Consumer Services Program, 575-646-1616
Petroleum Standards Program, 575-646-1616

Veterinary Diagnostic Services, 505-383-9299
1101 Camino de Salud, NE, Albuquerque, NM 87102
76-1-2. Power and authority that the board of regents. In addition to all other powers and authority that the board of regents of New Mexico State University may have in other areas, the board of regents of New Mexico State University, relative to the New Mexico department of agriculture, has power and authority to: A. administer and enforce all laws of this state over which the board of regents or its agents have been granted jurisdiction and authority; B. adopt rules of procedure for the adoption of regulations; C. adopt, and file in accordance with the State Rules Act [Chapter 14, Article 4 NMSA 1978], regulations as may be necessary to carry out its duties; D. administer or enforce, through the department of agriculture, all regulations adopted by the board of regents;
Academy of Veterinary Consultants
Albuquerque Veterinary Association
American Association of Pesticide Control Officials
American Association of Veterinary Laboratory Diagnosticians
American Feed Control Officials
Association of Official Seed Analysts
American Society for Testing and Materials
American Veterinary Laboratory Diagnosticians
Black-tailed Prairie Dog Task Force
Border Governors
Bureau of Land Management
Burrowing Owl Work Group
Dairy Producers of New Mexico
Elk/Livestock Task Force
Entomology Society of America
Farm to Table
Interagency Weed Action Group
Jaguar Conservation Team
Mexican Wolf Interagency Management Advisory Group
Middle Rio Grande Endangered Species Act Collaborative Program and Steering Committee
National Agricultural Statistics Service
National Association of State Departments of Agriculture
National Conference of Weights and Measures
National Histological Society
National Organic Program
Natural Resources Conservation Service (NRCS)
NRCS State Technical Committee
New Mexico Beef Council
New Mexico Cattle Growers Association
New Mexico Chile Association
New Mexico Chile Commission
New Mexico CowBelles
New Mexico Dry Onion Commission
New Mexico Farm and Livestock Bureau
New Mexico Farm and Ranch Museum Board
New Mexico Farmers’ Market Association
New Mexico Department of Energy, Minerals and Natural Resources
New Mexico Environment Department
New Mexico Livestock Board
New Mexico Natural Lands Protection Committee
New Mexico Public Land Council
New Mexico Racing Commission
New Mexico Restaurant Association
New Mexico Sheep and Goat Council
New Mexico Winegrowers’ Association
New Mexico Woolgrowers Inc.
NMSU College of Agricultural, Consumer and Environmental Sciences
NMSU Cooperative Extension Service
NMSU Energy Task Force
NMSU Range Improvement Task Force
NMSU Strategic Planning Committee
NMSU Water Task Force
New Mexico Veterinary Medical Association Committee on Animal Health
North American Agricultural Marketing Officials
Northern New Mexico Stockman’s Association
Paso del Norte Watershed Council
Resource Advisory Council
Rocky Mid-Continent Regional Exchange Group
Rocky Mountain Farmers Union
Southwest Assurance Association
Southwest Border Food Safety and Defense Center
Texas Regional Exchange Group
Tri-National Agricultural Accord
United States Department of Agriculture – Hispanic Association of Colleges and Universities Leadership Committee
United States Environmental Protection Agency
United States Food and Drug Administration
United States Livestock Genetic Export
United States Pecans
Upper Rio Grande Basin Water Operations
Water Quality Control Commission
Water Trust Board
Western Association of State Departments of Agriculture
Western Governors Farm Bill Team
Western Horticultural Inspectors Society
Western Plant Board
Western United States Agricultural Trade Association
Western Weed Coordinating Committee
Western Weights and Measures Association
Wildlife Advisory Board